Introduction

- The Children's Center of the Antelope Valley (CCAV) retained CCS in October 2019 to conduct a pre-campaign feasibility and planning study for a proposed campaign to raise $4 million.
- The preliminary campaign case for support is dedicated to the purchase and renovation of a local building to serve as the new CCAV Transitional Age Youth (TAY) Center.
- The study was designed to:
  - Test CCAV’s fundraising capacity and campaign readiness;
  - Assess perceptions about CCAV;
  - Inform participants about CCAV’s needs and plans;
  - Determine reactions and gather advice about the case;
  - Identify and educate potential leaders and donors;
  - Test the willingness of participants to lead, serve, advocate, and give;
  - Identify potential challenges and obstacles to success; and
  - Develop campaign recommendations, next steps, and a campaign plan.
- 114 invitations to participate in a strategic conversations were extended
- 41 individuals participated in 39 strategic conversations
- 63 unique responses to the electronic survey
Select Key Findings

Views of CCAV:
- 97.4% of interviewees have a very positive/positive perception of CCAV (2.6% unsure)
- 87.5% of e-survey respondents have a very positive/positive perception of CCAV
  (4.7% mixed; 7.9% unsure)

Strengths identified during interviews included:
- Staff, programs, services, and mission
- Management and leadership
- Good reputation
- Donor relationships

Challenges identified during interviews included:
- Competition for dollars and funding
- Staff capacity and retention
- Brand and organization awareness
- Unique issues to Antelope Valley
- Small donor database and lack of state support

Case for Support:
- 84.2% of interviewees are very positive/positive about the overall plans and goal
  (13.2% mixed; 2.6% unsure)
- 86.0% e-survey respondents are very positive/positive about the overall plans and goal
  (9.4% mixed; 4.7% unsure)
Select Key Findings

Goal & Timing:
- 56.8% of interviewees and 56.3% of e-survey respondents believe that $4M is an attainable goal
- 86.1% of interviewees and 78.1% of e-survey respondents believe that now is the right time to move forward with a campaign

Suggested Leaders and Prospects:
- 67 individuals/couples were identified as potential campaign leaders/volunteers
- 19 unique potential prospects suggested as capable of making gifts of $75,000+
- 21 interviewees identified a gift level or range of gift level; the aggregate of those indicated gift totals was $1,281,750 on the low end and $1,298,250 on the high end
- 62 e-survey respondents identified a gift level or range of gift level; the aggregate of those indicated gift totals was $265,043 on the low end and $647,438 on the high end
Recommendations

- CCS recommends that CCAV move forward with a $4 million campaign goal.
- The success of the campaign will depend heavily upon the ability to secure gifts at the top levels ($500,000, $250,000, $100,000).
- A focus on individual major gift strategies with personalized cultivation, solicitation, and stewardship will be required to secure top gifts.
- Wealth screening and prospect research will be critical to identifying and prioritizing prospective donors.
- Securing early, significant pace-setting gifts will help to set benchmarks for giving at extraordinary levels to CCAV.
- Given the need to develop stronger relationships with existing and prospective donors, CCS recognizes the importance of developing and implementing a robust schedule of cultivation and education activities.
- Strategic naming opportunities and other donor recognition opportunities will help to inspire select donors. A list of naming opportunities, including the associated gift levels and locations, will need to be prepared and approved at the outset of the campaign.
- The leadership of Sue Page and Donna Gaddis in the campaign will be critical. The community trusts and admires their work.